

# Over 2,000 Attend Final Dividend Dough Auction

## SHARE SHEKEL BIDDING IS FAST AND FURIOUS

A pair of baby booties that was put back with 46 other articles after Auctioneer Ray Brooks had scorned an offer of only 50 Share Shekels was the final award "sold" at the last Dividend Dough auction Saturday night in the Civic Auditorium. Then the tiny shoes "sold" for 100,000 Shekels!

A box of groceries was "knocked down" for 145,000 Shekels... a floor lamp for 89,000... a \$2 bakery order for 45,000... three men's shirts for 55,450... and then...

The major award, an \$84 Grunow console radio, offered by the sponsors of the unique three-week "Buy-in-Torrance" campaign, the Torrance Retail Merchants' Association, developed the most hectic 15 minutes ever witnessed in the big civic building.

Instead of holding this award until the last, Auctioneer Brooks put it "on the block" after two-thirds of the gift array had been "sold" to Share Shekel accumulators.

Bidders Divide Crowd He called for an opening bid of at least 50,000 Shekels and this was offered at once. The attention of the crowd, estimated at more than 2,000 men, women and children was riveted on the stage where a seven-piece band and the array of gifts held forth.

Up... up... up went the bidding while those who had fewer Shekels than the quotations rallied to the support of friends and acquaintances who were "still in the race."

Higher... higher... higher... higher... 170,000 went the responses to Auctioneer Brooks' pleas of praise for the valuable radio, an 11-tube, all-wave model. Soon there were only two bidders in the contest—C. A. Darrow, surrounded by a crowd that about evenly divided the throng massed before the Auditorium stage, and A. Van Kralingen, whose friends clustered about him, offering their Shekels to increase his "wealth."

Up... up... up... up... 170,000... up... up... 180,000... went the bids between the two men. They countered each others offers by bases of 1,000 Shekels.

181,000 from Darrow, who was joined by Jimmy Higgins, in the effort to win the radio... 182,000 from Van Kralingen, who had a wad of Shekels thrust upon him by a friend... 183,000 from Darrow-Higgins.

Cashiers Work Hard Then Van Kralingen, after a hurried survey of the crowd, to see if any more "riches" were available, bid 184,000 Shekels. The Darrow-Higgins contingent met this challenge with a 185,000 quotation. Auctioneer Brooks began intoning his "185,000 once! 185,000 twice and—185,000 and sold!"

Then the hard-working "cashiers," Alden Smith, president of the Retail Merchants' association, and Dean Sears, manager of the Torrance Bank of America, began the job of counting the Darrow-Higgins' Shekels. They found the successful bidders for the radio had more than enough to "pay" for the award. Darrow, who lives at 2066 22nd street, has been employed in the electrical department.

(Continued on Page 6-B)

**SHOE REPAIRING**

Our Modern Invisible Half Soles and Heels—make your shoes look like new and cost no more than old fashioned cobbling.

Our Men's Work Soles—will outwear the original soles.

SHOES DYED 50c Choice of Colors

Repairing While You Wait!

**KENNEY'S** MASTER SHOE REBUILDING 1917 CARSON at Cabrillo

## THEY BID 'EM HIGH

Successful bidders for the 47 awards auctioned last Saturday night at the Civic Auditorium in the final Dividend Dough attraction were:

Two men's shirts from J. J. Newberry store to Miss Ermann Smith, 719 Cota, and Roy E. Wilson, 2427 Madison street, Waveria; table lamp from Star Department store to Norman Marsteller, Levy Apartments; box of groceries from Atlantic & Pacific Tea Company to Mrs. W. Bishop, 800 Portola, who also bid highest for a pair of hose from Rees Family Shoe store; an auto mirror clock from Firestone Auto Supply & Service to Cecil Bishop, 4621 Carson; pair of military brushes from Doley Drug to Mrs. Frances Dumas, 1739 Martina.

Ingersoll wrist watch from RB Cut Rate Drug to Mrs. A. D. Robertson, 1221 El Prado; pair of women's slacks from Adams Dress shop to Miss Anne McAnally, 1218 El Prado; camera from Haig & Haig to A. J. Lazane, 2308 Torrance boulevard; box of groceries from Safeway Stores to William Agapito, 708 Columbia Court; \$4 credit cards from Torrance Tire & Retread to W. W. Smith, 1611 22nd; Zelon Johnson, 1638 216th; Mrs. J. H. McCutcheon, 1633 West 218th; silver plate from Baker Smith's Jewelry, to Miss V. Hilton, 1824 Martina.

Wins Mag Subscription Five dollar credit card from J. Lepkin, tailor, to Morris Rowland, 1005 Sartori; log light from Western Auto Supply to G. A. Haworth, 1107 Portola; \$2 orders for bakery goods from Whitney Bakery to Barbara Neff, 904 Cota; Smith Hobbs, 2116 1/2 Andro; C. M. Severn, 1508 Amalpa; 20-piece set of pottery china from National Home Appliances to S. Welz, 1322 Engracia; \$3 orders from Kenny's Master Shoe Repair shop to Richard Thompson, 823 Cota; A. G. Rios, 2236 203rd; and George Winters, 1210 El Prado; five gallons of motor oil from Harvel's Service Station to R. E. Olson, 2476 255th.

Ice cream order from Alcorn's Drug to Vernon Frederickson, 1829-A Cabrillo; boxes of groceries from Associated Grocers, Doan's and Colburns, to Ramona Carlin, 1019 Amalpa; Mrs. L. J. Frederick, 1346 1/2 Engracia, and William Agapito, 708 Columbia Court; toilet seat from Torrance Plumbing company to Mrs. C. Erickson, 1920 Andro; year's subscription to LIFE magazine from Torrance Pharmacy to Edgar McDonald, 1951 Carson street; Telschov electric clock from Howard's Jeweler to George L. Pottoroff, 1644 219th; \$3 orders from Robinson's Shoe Repair shop to J. B. Scotten, 1438 El Prado; Mrs. Jack Price, 1732 Andro, and N. O. Moran, 1308 Beech.

Pair Win Radio Pair of lamp shades from Levy Department store to Edwin Wyatt Smith, 1407 Cota; Boy Scout knife from Worell, the Hardware Man, to Charles Daly, 2718 Andro; 50 feet of garden hose from Paxman's Hardware store to G. A. Haworth, 1107 Portola, electric toaster from Torrance Electric shop to Ed Ahlstrom, 720 Portola.

(Continued on Page 6-B)

Pair Win Radio Pair of lamp shades from Levy Department store to Edwin Wyatt Smith, 1407 Cota; Boy Scout knife from Worell, the Hardware Man, to Charles Daly, 2718 Andro; 50 feet of garden hose from Paxman's Hardware store to G. A. Haworth, 1107 Portola, electric toaster from Torrance Electric shop to Ed Ahlstrom, 720 Portola.

(Continued on Page 6-B)

**LET YOUR "HOME TOWN" INSTITUTION FINANCE YOUR NEW HOME.....**

You'll find a more sympathetic understanding of your problem and a greater willingness to assist you.

Choice of Building & Loan or FHA loans with easy monthly payments like rent, including taxes, insurance, interest, and principal payments.

**Torrance Mutual Building & Loan Association**  
1335 POST AVENUE TORRANCE, CALIFORNIA  
A Home institution for home people

## DANCE SERIES FOR STUDENTS IS CONSIDERED

Representatives of nearly every organized group in the city attended the Coordinating Council of Social Agencies' meeting Monday night when the principal discussion topic centered the question of how could a series of Friday night student dances be conducted in the Civic Auditorium this fall and winter.

It was decided that such festivities, conducted in the proper manner and with efficient supervision, should be launched here and those attending the session agreed to convey to their respective groups the favorable opinion expressed for the dances. Each organization will then be asked to write to the city council and endorse the plan. One arrangement for supervision received tentative approval and this was that each month a different organization would have charge of the dances.

Chairman Vernon Coll of the Coordinating Council presided. The social workers completed a reorganization and appointed a committee of three to assist the City Recreation department in carrying out its fall and winter program. Mrs. Tom Wilkes is vice chairman of the Council and Mrs. Edna Stone is secretary. The next meeting will be held Oct. 25.

## IN SOCIETY

### CHEADLE'S ENTERTAIN IN NEW HOME

Mr. and Mrs. Carl Cheadle, 1004 Beech avenue, entertained at a dinner party in their new home Friday. The event celebrated their ninth wedding anniversary and the sixth anniversary for Mr. and Mrs. Earl Colburn of Gardena.

Other guests present were Mr. and Mrs. Arnold Johnson and Mr. and Mrs. John Neild, both of Los Angeles.

### MINISTERIAL ASSOCIATION ELECTS OFFICERS

Rev. E. W. Matts was elected president of the Torrance Ministerial Association at a meeting held Monday, Sept. 27. Rev. C. W. Northrup, of First Baptist church, was elected first vice president, Rev. F. T. Porter of the Christian church, treasurer and Rev. B. C. Brewster of the First Methodist church, treasurer.

### TORRANCE GIRL IS HONORED AT WHITTIER

Miss Joy Fossum of 1621 Cota avenue, senior student at Whittier College, has been elected president of Bolte Hall, and chairman of the Inter-dormitory Council of the campus. This is one of the most active councils on the campus. Miss Fossum is also vice president of the Palmer society, one of the four women's societies on the Whittier campus.

### CARNIVAL DATE SET FOR OCT. 9

The annual carnival staged by the American Legion Auxiliary will be held Saturday night, Oct. 9, at the Legion hall.

### PRICE-COUBURN WEDDING TUESDAY

The wedding of Miss Jacquelyn Price, daughter of Mr. and Mrs. Jack Price, 1732 Andro avenue, to William Ernest Couburn will be solemnized next Tuesday evening, Oct. 5, at the Central Evangelical church. A reception to immediate friends and relatives will follow at the home of the bride's parents.

## Simple Precautions Will Reduce Toll of Accidents, Store Manager Says

"It is too late to think about retraining your brakes when a thoughtless school child has unexpectedly darted into the street in front of your car and it is no time to decide that your tires are worn beyond the safety point when your car begins to skid across the street," declares E. E. Murchison local manager of the Western Auto Supply company in advising car owners that they should exercise greater caution in driving now than at any other time of the year.

"If traffic experts and their statistics are correct, auto accidents will continue to increase in number for the three months of October, November and December," he states, "but motorists need not become involved in these accidents, and indeed, the number of wrecks need not increase, if two simple factors of safe driving are carefully observed."

The first of these is the human element of alert driving. The second is the mechanical factor which includes all the safety devices on the car. Every car owner who will attend to such important inspections as brakes, tires, battery, windshield wiper and the automobile engine prior to the coming of a hazardous winter driving, and who will exercise the proper degree of driving caution, will find these things his greatest insurance against accidents.

The local Western Auto manager invites car owners to visit his store on Sartori avenue where courteous salesmen will be glad to assist them in determining whether they have checked all the necessary safety functions on their car.

## Flipping The Herald Files Backward

1924—Thirteen Years Ago Carl L. Hyde elected secretary of Chamber of Commerce.

Rev. J. W. Morris, pastor of Methodist church, retires.

Mr. and Mrs. Frank Hollamby of Sierra street leave for year in Europe.

J. C. Smith of the Torrance Investment company points out need for four-room homes.

Rev. and Mrs. B. H. Lingenfelter given reception following arrival here to direct Christian church.

Rev. Father Reardon appointed resident priest for local parish.

Born—Sept. 29 at Hermosa-Redondo hospital to Mr. and Mrs. Louis H. Deininger a daughter, Karna Jane.

1927—Ten Years Ago Columbia Steel executives announce plans to erect new mill here to produce heavy structural steel.

Mrs. Orville Hudson entertains 50 at silver tea for benefit of Woman's club.

"Spud" Murphy has been saving up his money this summer against the losses he will sustain this fall on football. Last year "Spud" made 300 bets and won two.

George W. Neill, chairman of chambers' schools' committee, names Mrs. George Shidler and Mrs. Frank Clark as members of visiting group.

County authorizes sales of bonds for acquisition of Alondra Park tract.

1932—Five Years Ago Veterans' Relief association issues call for more men to work in apple orchards near Beaumont.

Central Brotherhood announces opening of the Toy Hospital in preparation for Christmas.

Ed Clarkson produces luscious peaches home-grown on garden plot at 1915 22nd street.

Six babies enrolled at Mothers' Educational center. They were Jean Marie Hammark, Patricia Semenzet, Howard Intermill, Jessie Louise Quigley.

A rolling home gathers no mortgages but when it is a trailer it does give city councils from one end of the country to another a pain in their civic consciousness.

Leonard J. Young, assistant city engineer, who attended a morning-long discussion of the trailer problem at the recent state convention of the League of California Municipalities in San Jose, told the council Tuesday night that "no one knows yet what to do about their regulation."

He expressed the conviction that trailers should be discouraged here except for location in concentrated points and then trailer camps should only be allowed to establish after strict regulation for safety, health and sanitation.

Industrial Injuries California industrial injuries reached a total of 309,708 during 1936, an increase of 17.7 per cent over the preceding year, the state industrial accident commission reported. The total reported in 1935 was 262,955, of which 551 resulted in deaths.

## What Good is a WATCH THAT WON'T RUN?

If you have one on the blink bring it to...

**BAKER SMITH**

1321 SARTORI AVE. Ph. 135-R Torrance

## Big Fall Event Announced by Western Auto

Fall is regarded by thousands of people as the time for celebration of the harvest. But it is looked upon by wise motorists and the Western Auto Supply company as the time to prepare the car for winter driving, according to E. E. Murchison, resident manager of the auto supply firm, who has just announced Western Auto's Fall Festival of Values Event, featuring scores of especially reduced prices on motoring needs.

Principal features of the Western Auto event, according to Murchison, are a trade-in tire, a trade-in battery and an oil sales, as well as scores of special price reductions on auto accessories, tools, repair needs and necessities for winterproofing the car.

TO CONSIDER TREES Members of the city council will meet Monday at 4:45 p. m. to make a regular tree survey to sites where property owners have asked that trees be removed.

## Trailers Said Pain to Cities

A rolling home gathers no mortgages but when it is a trailer it does give city councils from one end of the country to another a pain in their civic consciousness.

Leonard J. Young, assistant city engineer, who attended a morning-long discussion of the trailer problem at the recent state convention of the League of California Municipalities in San Jose, told the council Tuesday night that "no one knows yet what to do about their regulation."

He expressed the conviction that trailers should be discouraged here except for location in concentrated points and then trailer camps should only be allowed to establish after strict regulation for safety, health and sanitation.

**FALL HATS**

Just arrived! The newest, smartest millinery as seen in Vogue. Many styles to choose from.

**\$1.95 to \$3.95**

**JACKETS** From \$2.95

Attractive Corduroy and Woolen Plaid combinations, beautifully styled and perfectly tailored. Popular everywhere!

**ADAMS SHOP** FOR Women

**SMART FROCKS**

Choose your next Dress to be really effective! These new fall frocks are priced moderately low yet look expensive. Silk prints or plain colors. Sizes 14 to 52.

From \$2.95

**FALL HATS**

Just arrived! The newest, smartest millinery as seen in Vogue. Many styles to choose from.

**\$1.95 to \$3.95**

**JACKETS** From \$2.95

Attractive Corduroy and Woolen Plaid combinations, beautifully styled and perfectly tailored. Popular everywhere!

Why not get the plus of the **MAGIC CHEF** Mode-O-Mat GAS RANGES

AUTOMATIC OVEN LIGHTING and LOW TEMPERATURE OVEN

plus HI-SPEED OVEN and SWING-OUT BROILER

**MAGIC CHEF plus FEATURES**

THE NEW SWING-OUT BROILER. An innovation in design with separate burner for broiling.

MAGIC CHEF COMBINATION ELECTRIC LIGHT, TIMER and CONDIMENT SET. Available at slight additional cost.

DIVIDED COOKING TOP. Larger utensils can be used, center makes handy work-top.

ONE-PRICE BURNER TRAYS. As easy to clean as a porcelain dish.

THE NEW MAGIC CHEF HI-SPEED OVEN. Eliminates pre-heating. Baking done from a "cold start"; saves time and gas.

THE FAMOUS LORAIN "Red Wheel" OVEN REGULATOR. Perfect control of baking temperatures at all times.

MAGIC CHEF PORCELAIN ENAMEL and EXCLUSIVE "SKY-SCRAPER" CONSTRUCTION. A long life of gleaming beauty.

**MAGIC CHEF 2700 SERIES \$112.50**

WITH YOUR OLD STOVE Light and Minute Minder Extra

Terms as low as \$5.05 down and \$2.40 per month on your gas bill

**'6000.00 IN CASH AWARDS** to celebrate the presentation of

**Mode-O-Mat GAS RANGES**

For an entry blank giving full information, call on our store today!

**Torrance Plumbing Co.**  
F. L. PARKS, Proprietor (Opposite Post Office)  
1418 Marcelina Avenue Phone 60

**No more WORRY**

**ABOUT FUNERAL BILLS**

Thinking people today are buying a Funeral Service Policy, which guarantees a \$250 service whenever death occurs and without further payment. All arrangements and expenses may be eliminated. ISN'T THIS THE SENSIBLE THING TO DO?

Send for complete information TODAY without cost or obligation.

**Imperial Mutual Life Insurance Co.**  
700 West Washington Blvd., Los Angeles  
Or Call Your Local Representative,  
**JAMES H. SCOTT, 2415 Sonoma Avenue.**  
Phone 355-W Torrance, Calif.